

FALL-OPENING



The Palais Royal

A. LISNER, G and Eleventh Streets. Hours: 9 to 6.

Three Very Interesting & Profitable Days Are Coming

The store is in new autumn dress—from the Basement to the Fifth Floor. In touch with the times—with the vast development and increased wealth of these United States—the Palais Royal stocks are very much greater, richer and better than ever before. Each day of the "Opening"—Monday, Tuesday, Wednesday—is to have its features and souvenirs, so that a visit every day will prove both pleasurable and profitable.

Paris Suits, Gowns, Wraps and Hats Selected by Connoisseurs

One of tomorrow's souvenirs—\$110 for a Callot Suit of navy blue habit cloth, with coat $\frac{7}{8}$ in length, newly wide collar and 5-inch band of Australian opossum. The very full ripples at back are an important feature of this Callot model.

Among the wraps included at a souvenir price is a Poiret Coat—257 the registered number—of white chiffon velvet. In artistic contrast—the black border to the skirt and sleeves and the Fitch Fur collar and cuffs. Complimentary—at \$125.00

Charming American Gowns and Wraps

Many are clever copies or more practical adaptations of the finest Paris models. Velvets and brocades are here again, diaphanous fabrics are still very prominent; lines are youthful, fabrics are sumptuous—truly it is a season of elegance. The window displays will be illustrative of this fact—as will the third floor parlors. The prices, \$45.00 to \$125.00, will seem surprisingly little.

Tailored Suits and Coats to Appeal

With their elaborate fur trimmings, their achievements in novel collars and great cuffs, their intricate belts and artistic tailoring. Note the soft, thick, sumptuous fabrics; the warmth of the deep colorings, the generosity of cut and freedom of line—seldom has tailored wear so far departed from its usual severity. A delight just to slip into these great, comfortable garments, whether you be miss or adult. Prices no more than \$150.00, and as little as \$45.00.

Tomorrow's Most Important Souvenir

\$35 to \$40 Suits **\$29.50** Choice of 214 Models

Every miss and every adult is interested in these reproductions of imported models. And note that many are one-of-a-kind samples, sent by New York's leading makers of women's and misses' man-tailored suits. Every new fashion phase is represented for street, shopping, sport and dress occasions.

MATERIALS

Poiret Twills, Men's Wear Serges, Wool Poplins, Gabardines, Wool Velours and English Suitings. All wool and shrunk.

THE STYLES

The English Norfolk, plain tailored and the Parisian styles, elaborated with velvet and beaver; Hudson seal and skunk opossum fur trimmings.

COLORS

Important—fast colors and best shades of navy blue, green, Burgundy, wine, seal brown and black.

The New Corsets, Lingerie, Hosiery, Negliges and Blouses

Mme. Miller of the Salon du Bon Ton, New York, is here to demonstrate the new Bon Ton models for the 1916-17 autumn-winter season. Her personal services are assured any visitor, upon request, on third floor, where is the improved Blouse Shop and the French room for exquisitely hand-embroidered and lace-trimmed lingerie and negliges from Paris and the orient.

Exposition of Silks, Dress Goods, Laces and Trimmings

Indescribably beautiful and sumptuous Silks—in close proximity to the Black and Colored Dress Goods of which Fashion approves this season—the soft Velours, Broadcloths in many shades, Tweeds, Coatings and scores of others. Trimmings which will grace the handsome gowns of these rich materials. Laces have taken on added beauty by means of the gold and silver which shimmer on finest nets. Dress Nets and Tulle are also shown in a wonderful range of evening shades.

Millinery-Paris, New York & Washington Creations

Paris Hats have to be selected by a connoisseur, and that is why the Palais Royal collection is a sane one. So with the collection of New York Hats—the question is what not to select. With no absurdities, with hats really artistic the Palais Royal Millinery Show will receive the indorsement of the most hypercritical visitor. And, too, with the aid of a Palais Royal milliner a hat can be made to enhance your personality and costume for as little as \$5.00 or as much as \$50.00. Note that complimentary prices are to be associated tomorrow with both untrimmed hats and trimmings.

The Dress Accessories Create an Artistic Ensemble

Neckwear was never more artistic. The display near the G Street door is alone worth a special visit. And allow a pair of the new Gloves to be fitted—while profiting by tomorrow's complimentary "Opening" souvenir price. Reveal in the new jewelry, the fans and the handbags. And when such a time of real art in stockings and shoes? Read the list of souvenirs on adjoining page—and link a profitable as well as enjoyable visit tomorrow.

And don't forget a visit to the Basement Store—4 seconds from street floor by six elevators. Begin this autumn-winter season tomorrow with the knowledge gained that frequent shopping in this Palais Royal Basement Store will save the family hundreds of dollars annually.

SOUV

According to a custom long since in merchandise is offered at complimentary

MONDAY
October Second

TUE
Octob

Each department will be represented of tomorrow's offerings.

New \$12 Hats

Tomorrow's Souvenir

\$9.75

The Palais Royal Milliner have much pride and pleasure in inviting their friends and patrons tomorrow—an promise Trimmed Hats at \$9.75, the most delightful surprises of a decade.

Palais Royal—Second Floor.

Made to Order

Tomorrow's Souvenir

Hats

The services of Palais Royal milliners and untrimmed hats and trimmings at following complimentary prices:

\$6.00 Velvet Hats for...\$5.25
\$4.50 Velvet Hats for...\$3.75
\$3.50 Velvet Hats for...\$2.95
\$1.50 Hat Ornaments...\$1.15
\$1.25 Wings and Feathers...\$0.95

Palais Royal—Second Floor.

New 25c Ribbons

Tomorrow's Souvenir

19c

Taffeta, Moire and Satin Ribbons, 5 inches wide. Superior quality; all the best shades and black and white.

Palais Royal—Street Floor.

\$1.35 Taffeta Silk

Tomorrow's Souvenir

\$1.05 Yd.

36 inches wide; soft chiffon finish; African, light and dark navy blue, midnight blue, black, white, taupe, tobacco plum, emerald, silver, delft, Belgian, wistaria, beige, rose, old rose, Bordeaux, turquoise, light blue and pink.

Palais Royal—Second Floor.

\$1.35 Crepe de Chine

Tomorrow's Souvenir

\$1.05 Yd.

40 inches wide, all silk and heavy woven; cream, ivory, white, flesh, pink, coral, peach, Nile, reseda, myrtle, biscuit, emerald, lavender, silver, Quaker, battleship, taupe, wistaria, purple, plum, burgundy, prune, turquoise, Havana, seal, old rose, delft, Belgian, light and dark navy, marine blue, black, etc.

Palais Royal—Second Floor.

69c to 75c Linings

Tomorrow's Souvenir

58c Yd.

Venetian—32 inches wide heavy satin, lustrous quality plain or brocade effects; new autumn shades, including white or black.

Palais Royal—Second Floor.

35c Hose

Tomorrow's Souvenir

25c

Children's Wear—resisting "Fay" Hose; button to waist black and white; sizes 5 to 9.

Palais Royal—Street Floor.

See Monday's Star for the List of "Opening" Souvenirs for Tuesday